

CLAIM LISTING

Pursuant to 37 CFR §1.121

Claims 1-20 are cancelled.

21. [NEW] A method for displaying a web page in a web browser displayed by a machine in communication with a content server via a network, the method comprising the steps of:

providing a first web page displayed by the browser and having a particular first page style that sets the layout and look and feel of the first web page, wherein the first web page further provides an activatable link to a second web page; providing a second web page displayed by the browser upon activation of the link provided by the first web page, the second web page having a particular second page style that sets the layout and look and feel of the second web page;

identifying the first page style of the first web page;

identifying the second page style of the second web page; and

replacing the second page style on the second web page with the first page style of the first web page prior to output from the content server such that the second web page is displayed by the browser with the first page style of the first web page.

22. [NEW] The method of claim 21 wherein the step of identifying the first page style of the first web page comprises finding on the machine a cookie associated with the first page style sheet.

23. [NEW] The method of claim 21 wherein the step of replacing the second page style on the second web page with the first page style of the first web page prior to output from the content server comprises executing an include tag associated with the style sheet of the first web page when displaying the second web page.
24. [NEW] The method of claim 21 wherein the look and feel set by the first style sheet comprises page layout, colors and fonts.
25. [NEW] The method of claim 21 wherein the web page displayed by the browser comprises html output.
26. [NEW] The method of claim 21 wherein the web page displayed by the Browser comprises perl output.
27. [NEW] The method of claim 21 wherein the machine comprises a personal computer.
28. [NEW] The method of claim 21 wherein the machine comprises a television digital converter box.
29. [NEW] The method of claim 21 wherein the machine comprises a game console.
30. [NEW] The method of claim 21 wherein the machine comprises a phone.
31. [NEW] A method for modifying the appearance of a vender web page having a vendor style sheet, wherein the vendor web page displays in a layout set by a home web page style sheet, the method comprising:
- providing a vendor web page server in a network;
 - providing a home web page server in a network;
 - providing a machine capable of displaying the vendor page and the home web page, wherein the machine is in communication with the server via the network;

displaying the home web wherein the home web page contains a link to the
vendor web page;
setting on the machine a cookie from the home web page , wherein the cookie
determines the style sheet of the home web page;
activating the link to the vendor web page;
finding on the machine the cookie from the home web page;
replacing the style sheet of the vendor web page with the style sheet of the
home web page determined by the cookie prior to displaying output from the
vendor web page server so that the vendor web page displays in a layout set
by the home web page style sheet; and
displaying the vendor web page.

32. [NEW] The method of claim 31 wherein the machine comprises a personal computer.

33. [NEW] The method of claim 31 wherein the machine comprises a television digital
converter box.

34. [NEW] The method of claim 31 wherein the machine comprises a game console.

35. [NEW] The method of claim 31 wherein the machine comprises a phone.

36. [NEW] A system for modifying the appearance of a vendor web page having a vendor
style sheet, wherein the vendor web page displays in a layout set by a home web page
style sheet, the system comprising:

a network;
a vendor web page server in the network;
a home web page server in the network;

a machine capable of displaying the vendor page and the home web page, wherein the machine comprises a processor for executing instructions and further wherein the machine is in communication with the home web page server and the vendor web page server via the network; and

a tangible medium encoding instructions for execution by the processor, wherein the instructions cause the machine to execute the following actions:

display the home web wherein the home web page contains a link to the vendor web page;

set on the machine a cookie from the home web page , wherein the cookie determines the style sheet of the home web page;

find on the machine the cookie from the home web page upon activation of the vendor web page link on the home web page;

replace the style sheet of the vendor web page with the style sheet of the home web page determined by the cookie prior to displaying output from the vendor web page server so that the vendor web page displays in a layout set by the home web page style sheet; and

display the vendor web page with the layout set by the home page cookie.

37. [NEW] The method of claim 36 wherein the machine comprises a personal computer.

38. [NEW] The method of claim 36 wherein the machine comprises a television digital converter box.

39. [NEW] The method of claim 36 wherein the machine comprises a game console.

40. [NEW] The method of claim 36 wherein the machine comprises a phone.